



HOW DOES IT LOOK, CRAWFORD?

IT WILL BE A HARD RACE, BUT I FEEL FIT!



AN ADVERTISEMENT OF R. J. REYNOLDS TOBACCO CO.

Copyright, 1934, R. J. Reynolds Tobacco Company



THEY'RE OFF!

CRAWFORD IS COOL AS A CUCUMBER.

HE HAS NERVES OF STEEL



STEADY, BOY, WE'VE GOT A LONG WAY TO GO.



NICELY OVER, OLD FELLOW.



CRAWFORD'S A BIT BEHIND, BUT HE'S IN A GOOD POSITION.

WHAT A RIDER HE IS!



LOOK OUT-A SPILL!



THERE'S TWO DOWN, TOUGH LUCK, OLD MAN!



THIS IS A MEAN ONE, LET'S GO!



WE'RE OVER.



YOU SURE CAN JUMP! NOW LET'S SEE YOU RUN!

COME ON, BURTON!

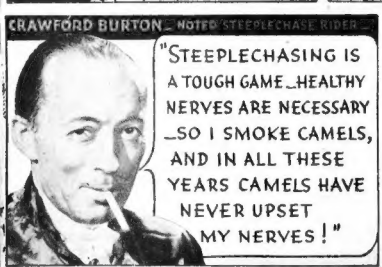
BURTON WINS!



MR. BURTON, YOU WERE GRAND.

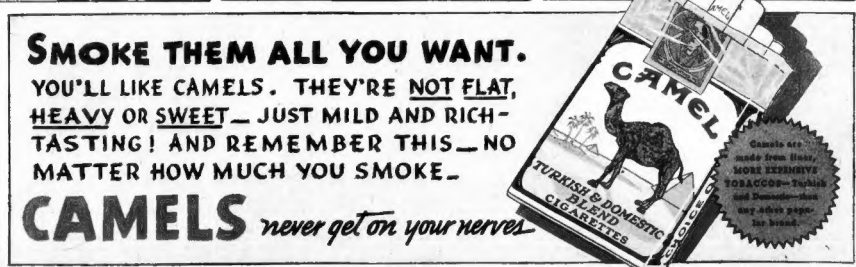
IT WAS A GRAND RACE! GOT A CAMEL?

NICELY RIDDEN, CRAWFORD.



CRAWFORD BURTON - NOTED STEEPLECHASE RIDER

"STEEPLECHASING IS A TOUGH GAME...HEALTHY NERVES ARE NECESSARY - SO I SMOKE CAMELS, AND IN ALL THESE YEARS CAMELS HAVE NEVER UPSET MY NERVES!"



SMOKE THEM ALL YOU WANT. YOU'LL LIKE CAMELS. THEY'RE NOT FLAT, HEAVY OR SWEET - JUST MILD AND RICH-TASTING! AND REMEMBER THIS - NO MATTER HOW MUCH YOU SMOKE.

CAMELS never get on your nerves

PIPE PLEASURE... IN FULL MEASURE !!



WHY DO YOU BUY THAT KIND OF TOBACCO?

WHY NOT?



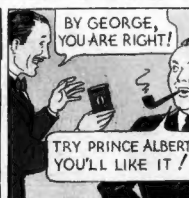
YOU GET 1/3 MORE IN PRINCE ALBERT AND BETTER SMOKING, TOO.

WHY, I DIDN'T KNOW THAT!



LOOK AT THE STAMP TWO FULL OUNCES!

PRINCE ALBERT



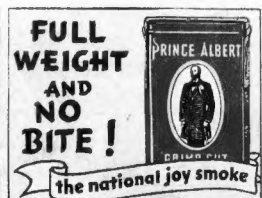
BY GEORGE, YOU ARE RIGHT!

TRY PRINCE ALBERT. YOU'LL LIKE IT!



SAY-Y-PRINCE ALBERT TASTES GREAT!

THE COOLEST, SWEETEST SMOKE I EVER HAD!



FULL WEIGHT AND NO BITE! the national joy smoke